

BUS 607 Strategic Management

Instructor: Janice Hadfield
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Course Description: An exploration of the concepts of strategy and strategic management. This course focuses on the impact of organizational design, internal and external environments, organizational policy and strategic planning on the overall functioning of the organization.

TEXTS:

Strategic Management: Competing in the Global Information Age, 8th ed., Lester A. Digman.
DAME Publications, Inc., 2006. ISBN: 0-759-35044-2
The One Thing You Need To Know, Marcus Buckingham. Simon & Schuster, Inc., 2005.

Learning Objectives:

1. Develop a general understanding of the strategic management process.
2. Develop a general understanding of mission, vision and setting objectives.
3. Develop a general understanding of evaluating internal and external resources and capabilities.
4. Develop a general understanding of strategy supportive corporate cultures.

COURSE ACTIVITIES:

This course will be conducted on the World Wide Web. Students will complete a total of four assignments designed to meet the stated objectives of the course.

To enroll for the course, you must have an e-mail address and access to the Internet. Your computer must have Microsoft Word.

For this course, students will complete a total of four (4) assignments. Each completed assignment will be e-mailed to the instructor no later than the due date listed below. Upon receipt of a completed assignment, the next assignment will be e-mailed to the student. Students may submit assignments *earlier* than the due date.

Assignment #1 due September 7th = 25 points
Assignment #2 due September 21st = 25 points
Assignment #3 due October 5th = 25 points
Assignment #4 due October 19th = 25 points

GRADING SCALE:

100 – 95 = A	79 – 77 = C+
94 – 90 = A-	76 – 74 = C
89 – 87 = B+	73 – 70 = C-
86 – 84 = B	69 – 67 = D+
83 – 80 = B-	66 – 64 = D
	63 – 60 = D-
	59 & below = F